



King County Administrative Rules

2007 VIDEO VOTERS' GUIDE RULES FOR PARTICIPATION

1. GENERAL

1.1 King County and the City of Seattle will jointly produce a Video Voters' Guide for the 2007 Primary and General Election.

1.2 Segments. The Video Voters' Guide (*the Guide*) will be produced in two segments, one for Seattle and one for King County, especially the area outside of Seattle. The relevant Guide will be broadcast on the Seattle Municipal Channel and the King County Government Channel during the two weeks before the Primary and during the two weeks before the General election.

1.3 Availability of Copies. Copies of the Guides will be in the central libraries of each of the City and King County public library systems for members of the public to view on library equipment or to borrow for viewing on private equipment. In addition, efforts will be made to encourage Public Broadcasting Channel 9, the Bellevue Community College Government Channel, and the private broadcast network stations to broadcast the Guides as well.

2. FILMING THE CANDIDATE STATEMENTS

2.1 Filming – Times: The candidate statements for the Primary Voters' Guide will be filmed during the third week in June. A schedule of available time slots is currently available from the Seattle Ethics and Elections Commission office, Suite 4010, Key Tower, 700 5th Avenue, Seattle. The candidate statements for the General Election Voters' Guide will be filmed September 2007, as determined by King County or the City of Seattle. Any candidate who cannot be filmed during this time may be excluded from the Guide.

2.2 Fee. Each candidate and ballot issue representative will be asked to pay one hundred dollars (\$100.00) per appearance for each Guide in which he or she will appear to help defray the cost of production. The fee will be waived for any candidate who can show that his or her campaign fund does not contain one hundred dollars (\$100.00) that is not already obligated either at the

time of receiving the invitation to participate or at the time of filming the statement.

2.3 Restricted Use. The recorded candidate, ballot issue representative, and any other recorded material resulting from the production of the Guides shall not be used to assist a candidate; and any use other than in the Guide must be authorized by the Director of the King County Records, Elections and Licensing Services Division or the Executive Director of the Seattle Ethics and Elections Commission, as appropriate.

3. CANDIDATES IN VIDEO VOTERS' GUIDES

3.1 Invitation. Every person who files for the offices of King County Prosecuting Attorney, Assessor, the four Metropolitan King County Council seats that are up this year, the candidates for the five City of Seattle Council seats, plus the candidates for the offices of the Seattle School Board, and Port of Seattle Commission and whose name will appear on the Primary ballot will be invited to participate in the Primary Voters' Guide. Every person whose name appears on the General Election Ballot for those offices will be invited to participate in the General Election Voters' Guide.

3.2 Time Allotment. Each candidate shall be allotted one-half hour in which no more than fifteen (15) minutes shall be used to record a two-minute statement, which will not be edited. No more than ten minutes of the half-hour shall be used for the candidate to select the unedited two-minute statement to be broadcast.

3.3 Statement. Each candidate must bring to the videotaping session one typed paper copy of the two-minute statement for retention by the filming crew that can be used to transcribe the tape for closed-captioning.

3.4 Filming Conditions. All candidates for the same position shall be videotaped in the same production studio, in front of the identical background, with the word "candidate," name, position sought, and party in partisan races, on the screen below the candidate's image at all times. The shoulders and head of the candidate shall appear on the videotape. Candidates may not

wear uniforms or insignia and may not use props or include other persons in the videotaping.

3.5 Limitations on Statements. The two-minute statements must not include obscene, profane, libelous, or defamatory matter, or language that may impair broadcast of the statements. *In addition, the statements may not include a discussion of or reference to the candidate's opponent(s).*

3.6 Assistance. Each candidate may bring an assistant to the videotaping, but that assistant shall not be seen or heard on the videotape.

3.7 Statement. Each position will be introduced on the relevant Guide with an explanation of the duties of the office. Candidate statements shall be presented in the relevant Guide in the order in which the candidate names will appear on the ballot.

4. BALLOT ISSUES IN VIDEO VOTERS' GUIDES

4.1 Each City and King County ballot issue committee that has been appointed by the respective legislative body to draft an argument in the written voters' pamphlet will be invited to participate in the Video Voters' Guides. Each committee must select one representative. There will be one person representing arguments in favor of the ballot issue, one person representing arguments against the ballot issue for each City or King County ballot issue that will appear on the September and November election ballots. Each representative shall be allotted one-half hour in which no more than fifteen (15) minutes shall be used to record a two-minute statement, which will not be edited. No more than ten minutes of the half-hour shall be used for the representative to select the unedited two-minute statement to be broadcast.

4.2 All ballot issue representatives for or against the same issue shall be videotaped in the same production studio in front of the identical background, with the ballot name heading as it will appear on the ballot and the word "Pro" or "Con" as appropriate on the screen below the representative's image at all times. The shoulders and head of the representative shall appear on the videotape. Representatives may not wear uniforms or insignia and may not use props or include others in the videotaping.

4.3 The two-minute statements must not include obscene, profane, libelous, or defamatory matter, or language that may impair broadcast of the statements.

4.4 Each representative must bring to the videotaping session one paper copy of the two-minute statement for retention by the filming crew that can be used to transcribe the tape for closed-captioning.

4.5 Each representative may bring an assistant to the videotaping, but that assistant shall not be seen or heard on the videotape.

4.6 Each ballot issue will be introduced on the relevant Guide in the order in which it will appear on the ballot. The representative in favor of the ballot issue will speak first followed directly by the representative against the ballot issue.

4.7 Any representative who cannot make a statement during the scheduled videotaping periods may be excluded from the Guide.

***Approved: Director Designee, King County Records,
Elections and Licensing Services Division***

Date